

Marcelo Rondon

FRONT-END DEVELOPER · UX/UI DESIGNER · REACT & WORDPRESS DEVELOPER

 Gainesville, FL

 (+1) 305 496-0039  cello@cello.design  <https://cello.design>  designengineered  Marcelo Rondon

Experience

Design Lead / Front-End Developer

Asheville, NC (Remote)

ASHEVILLE DISPENSARY

2022 - Present

- Built reusable UI components integrated into WordPress via custom PHP and JavaScript plugins.
- Developed an internal asset management system using React, TypeScript, and Tailwind CSS.
- Implemented a scalable design system in Figma, improving brand coherence across web, print, and packaging.
- Collaborated with cross-functional teams (design, marketing, operations) to deliver projects on deadline.
- Managed Git workflows with branching, merging, and pull requests.

Senior Designer / Web Developer

Remote

THE GREEN PHIAL

2022 - 2024

- Redesigned and maintained WordPress site using HTML5, CSS3, PHP, and JavaScript (ES6+).
- Translated UI mockups into responsive, accessible front-end code; improved performance and SEO.
- Collaborated directly with brand owner to align digital presence with brand ethos and UX goals.

Freelance & Projects

Front-End Developer

vegavengers.com

VEGAVENTERS MARKETING

2025

- Built a high-performance React/TypeScript/Vite website with responsive design and backend-integrated searchable components for VegFests and animal sanctuaries.
- Translated UI/UX mockups into clean, maintainable front-end code highlighting the organization's mission.

Web Accessibility Developer

North Central Florida

ADA COMPLIANCE CONSULTING

2025-Present

- Brought multiple organizations to WCAG 2.1 compliance; optimized for screen readers and keyboard navigation.
- Contracted with River Phoenix Center for Peacebuilding on accessibility and performance improvements.

Developer

Remote

LEGAL IMPACT FOR CHICKENS

2025

- Developed scripting tools for secure data management; handled confidential materials with discretion.

Skills

Front-End

HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Tailwind CSS, Responsive Design

Tools & CMS

Git, WordPress, Vite, PHP, MySQL, REST APIs

Accessibility & SEO

WCAG 2.1, Screen Reader Optimization, Performance Optimization, SEO

Design

Figma, Photoshop, Illustrator, After Effects, Premiere Pro

Other Languages

Python, Go

Spoken Languages

English, Spanish, Portuguese

Education

University of Florida

Gainesville, FL

B.A. VISUAL JOURNALISM & COMMUNICATIONS · MINOR: DIGITAL ARTS & SCIENCES

2016 - 2019